

Organ plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

A Pageful of Interesting News for the Last Shopping Day of the Week

Every Good Mill Making Merchandise Carefully Inspects

the day's product, day after day, discarding from the perfect pieces as they leave the looms such as have broken threads, stains from the machinery or defects in warp or woof, and all such are sold as "seconds" by the mill owners.

Some of the jobbers buy as many pieces of the perfect as they buy pieces of the imperfect, and when the defects are slight, they mix them all together and the consumer is not informed of the defects.

The clerk selling them over the counter and the tailor-manufacturer who cuts them up and has them sewed into dresses pay no attention to the defects, and when the customer, ready to buy something, points out the defects he is told by the attendant that such things are usual and of no consequence.

The system of this Store from the beginning, based on instructions given the day before its doors opened, requires the clerk to point out any known defect, in even the best that the manufacturers send us, and also to call the attention of the would-be buyer to the goods that are bought by us as "seconds," and marked and sold at lower prices because they are bought at lower prices.

[Signed] *John Wanamaker*

July 17, 1919.

New Printed Georgette Crepes Hold Suggestions for Fall

For they have the new designs that will be used in late Summer and Autumn frocks and they are very pretty indeed.

Some are white with floral printings and others are in subdued colors with most effective scroll patterns.

They are an excellent quality, 40 inches wide and \$4 and \$4.50 a yard.

Note—About 300 yards of a certain rough white sports silk for skirts has just come. We have not been able to get this silk for some time and there have been many requests for it. It is very fashionable. At the same price, \$6.50 a yard.

(First Floor, Chestnut)

First Reductions on Women's Silk Coats and Capes

The true Summer coats that the warmer weather has brought so much to the front.

Silk pongee coats, fine tailored styles, natural color, are now \$15 and \$20.

Silk pongee capes, some being lined with dark blue silk and having large collars of the silk, reduced to \$25 to \$50.

Silk taffeta and poplin coats in taupe, dark blue, Copenhagen, tan or black, now are \$20 and \$30.

(First Floor, Central)

White Glazed Kidskin Pumps in an Extreme Style

Young women of fashion have a fancy just now for shoes with extremely low ramps, extremely narrow toes and high Louis heels.

These new white glazed kidskin pumps have all these features very pronounced. \$11 a pair—and only 200 pair.

(First Floor, Market)

The New Casaque Blouse That Women Are Talking About

The blouse which starts out quite loose and ends by fitting snugly into the waist and falling gracefully over the skirt for a short distance.

It is the newest of blouses and certainly the most fashionable.

Two lovely models have just been received—both are made of Georgette crepe in white, flesh pink or bisque. Both have a round neck, short sleeves and fasten on the shoulder.

One is beaded in white beads and has a soft sash of the crepe. It is \$16.50.

The other is embroidered in silk of the same color combined with light blue and there



is a belt of light blue leather. This is \$19.50.

(Third Floor, Central)

The Finest Scotch Gingham Are Made by One Firm

And that is D. and J. Anderson. The quality of these gingham is always the same and they always show just what they are.

The colors are notably clear and most skillfully combined and there is a remarkably good assortment of checks, plaids, stripes and plain colors, \$1.25 a yard.

(First Floor, Chestnut)

Lace Remnants

With so many of the laces most used in trimming blouses, undermuslins, negligees, boudoir caps, fancy work and so on.

Then, too, there are many usable lengths of net, chiffon and Georgette crepe for renovating dresses—all marked economically.

(East Aisle)

Mercerized Tapes

They are useful for draw strings, for bindings and many women like to use them to trim bathing suits.

14c, 16c, 19c, 23c and 25c the piece of six yards, priced according to the width. All white, of course.

(Main Floor, Central)

A Little Clearaway of 100 Women's Suits Prices \$10 to \$75

Odds and ends, reduced to hurry them out, but exceedingly well worth looking over for all that.

There are suits of silk fiber, of faille, tricolette, taffeta, silk crepe and wool jersey; also some of cloth which would be very wearable in early Fall. And there is a saving of \$7.50 to \$12.50 on every suit.

Cloth suits, \$10.

Wool jersey, \$22.50.

Silk suits, \$25 to \$75.

(First Floor, Central)

Taffeta Hats in Light Hues for Sports and Dress Use

There is all white, of course, or you may have the loveliest rose pink, or a delicate orchid shade, or apricot or turquoise or china blue.

Usually the hats are entirely of taffeta, sometimes they have velvet facings, sometimes facings of straw of the same color.

There are large, broad-brimmed hats, richly embroidered in color or braided with straw. And there are smaller hats, stitched or sometimes braided.

They are new as can be, are fresh and lovely as posies and the smaller, simpler hats will be just right for golf and sports wear, while the larger and more elaborate hats will be charming for afternoon and dress wear.

(Second Floor, Chestnut)

Whatever Are Girls' Holiday Plans the Young Women's Store Is Ready With the Right Clothes

Fresh, lovely new clothes—frocks for Summer dances and the weekly "hops," wraps to wear on a motor trip, suits to wear mornings at the shore—these and all the other clothes needed to complete her wardrobe are ready to wear immediately. And the prices are always moderate.

Charming, New Evening Dresses

Some of shimmering taffeta (a beauty is of maize silk under silvery net), some of airy nets in wonderful colors and others of fancy silk. Delightfully new and fresh and in becoming styles. \$35 to \$45.

Soft Wool Polo Coats

They're of a beautiful brown wool, thick and soft, extremely well tailored, and in sports style with deep pockets and belt. \$68.50. And we do not know of any coats like them in town for anything like the price.

Pongee Suits Are Cool and Smart—

and very practical for hot-weather use. In sports styles, the suits are well cut and tailored, are of the natural-colored silk and are \$35 to \$43.50.

Crisp, New Linen Suits

usually of white linen, but some in colors, are also in sports styles and are \$20 to \$35. All these are in 14 to 20 year sizes.

Well-Made Riding Habits

Girls and young women who go to the mountains or the country will find plenty of opportunity for delightful canterers. A well-fitting, comfortable habit will add to the pleasure of the ride. Linen, crash and tweed habits, of smart cut and exceptional tailoring are \$15 to \$22.50. 12 to 20 year sizes.

(Second Floor, Chestnut)

Look at the Ears of the Next Smart Woman You Meet—

and ten chances to one she'll be wearing earrings. They are more fashionable than ever, and women are wearing both the pendant and close-fitting styles.

There are earrings of imitation jewels, effectively set, in many new designs. Some have imitation topaz, sapphire, lapis lazuli, coral or pearl settings and others are of rhinestones.

Prices begin at 50c and go on to \$7 a pair.

(Jewelry Store, Chestnut and Thirteenth)

Women's Umbrellas of Silk, Price \$5

Everybody hopes the St. Swithin's Day forecast will prove untrustworthy—but in case we do have forty days of rain it's something to feel that the Umbrella Store has good supplies.

These Umbrellas have covers of black, navy, green, purple, taupe and tete de negre silk, with plain or carved wood handles. Also, they all have silk cord loops. Price \$5.

(Main Floor, Market)

Children's Play Shoes at Special Prices

Tan barefoot sandals of Russia leather:

Sizes 5 to 8, price \$1.25.

Sizes 13 to 2, price \$1.50.

Sizes 2 1/2 to 7, price \$1.50.

Black Russia leather scuff-ers:

Sizes 8 1/2 to 2, price \$1.50.

(First Floor, Market)



Near-Silk-and-Tinsel Tunics the Newest Paris Sports Coats

A handful of samples sent to us quickly by our Paris office to show the newest modes are here to sell at \$65 and \$75.

France is using this artificial silk for women's apparel almost as much as she is using genuine silk.

Women who wish to be ninety days ahead of their friends in the matter of sports coats should come in before these are gone.

(First Floor, Market)

Pink Silk Chemises

The silk is crepe de chine and the chemises are envelope style, and nothing is prettier to wear inside a sheer waist. The various styles agree in having little trimming and the prices are \$3.50 to \$5.

(Third Floor, Central)

Man's Effort at Coolness

It manifests itself in his clothes. In buying these his difficulty is to reconcile coolness with fashion and good looks. How he is to overcome this difficulty depends upon where he selects his Summer suit.

All clothing stores sell men's Summer suits of some kind or other, and when anybody of observant eye looks at the Summer suit a man wears, it is not hard to tell the kind of clothing store in which he bought it.

We like to fit men out in Summer suits that will do credit to them and to us.

We have the Summer suits that will satisfy them—tropical worsteds, "Palm Beach," mohair, breezeweave, the three last kinds at \$18 to \$35, the cool worsteds, also light-weight chevriots at \$35 to \$65, all of them modeled, cut, fashioned and tailored to the highest point of excellence known in the making of such garments.

(Third Floor, Market)

Men's Extra-Size Handkerchiefs—\$9 a Dozen

"Have you extra-large handkerchiefs—big ones?" men ask us so often during the Summer. And this is to say we have—plenty of them, of good, firm, Irish linen with narrow hem-stitched hems. 75c each, \$9 a dozen.

In regular sizes and a style much liked by men are the tape border handkerchiefs. They come in several different styles and are the same price—75c each, \$9 a dozen.

(West Aisle)

Just the Traveling Bag Men Are Looking For

A large, roomy, 3-piece bag made of black walrus grain cowhide, with sewed frame for greater service. 18 and 20 inch sizes.

Cloth lined, \$15 and \$16.50.

Leather covered, \$16.50 and \$18.

(Main Floor, Chestnut)

French Fruit Drops 75c a Box

Delicious fruit drops packed in attractive tin boxes—complete for 75c.

And if you are going away for the week-end and wish to please your hostess, take along a box of our fine chocolates—\$1 a pound. They are fresh each day and perfectly delicious.

Cream-covered caramels, 80c a pound.

And a special round, flat box of assorted cream wafers is \$1 and will make a nice week-end box.

(Down Stairs Store, Chestnut)

One of the best cameras you know for a moderate price is a folding camera with a rectilinear lens and a leather covering. It makes pictures 3 1/4 x 1 1/4 and sells at \$9. Most other cameras of the same type cost twice as much.

(Main Floor, Chestnut)

Here and There

The orchid-colored lingerie one hears so much about may be seen in the Little Nightgown Salon, in the shape of crepe de chine nightgowns. One style with handkerchief sleeves of Georgette is \$15, and a plainer one all of crepe is \$12.50. (Third Floor, Chestnut)

Japanese corset bags just arrived are of crepe de chine—shaded apricot, green and pink; price \$4. (Third Floor, Central)

That new knitting floss of wool and fiber combined is so lustrous that it is in great request for sweaters. It takes five balls for a sleeveless slip-on and ten for a full-sized sleeved sweater, and the price is 60c a ball. (Second Floor, Central)

For small boys at the seashore a very good best suit is a little white drill middy, with washable navy serge trimmings and two pair of white trousers, one long and one short. Price \$5 for sizes 3 to 8. (Second Floor, Central)

Have you tried having tea and ices in the Tea Room these afternoons? (Eighth Floor, Chestnut)

Shirts—Neckties—Bathing Suits for a Man's Week-End

Shirts of cool, clean madras, some with separate soft collars to match, and of beautiful silk. The madras shirts start at \$2.65 and the silk shirts start at \$6.50 and go to \$12.

Neckties in four-in-hand and bat-wing styles at 50c to \$4, including ties of imported foulard at 75c to \$1.50.

Bathing suits are in various styles, including the new one-piece model, with skirt. This comes in fancy mixtures and stripes at \$6.50 for wool and \$7.50 for worsted.

Two-piece suits, \$5 and \$6.50. Blue flannel pants with white or blue jersey and white belt, \$5.75.

(Main Floor, Market)

Any Man Who Thinks Straw Hats Are Plentiful

has only to make a round of the hat stores in Philadelphia to change his opinion. If he will take any kind of straw hat he can get one, but if he is particular he will have some difficulty, unless he comes here.

We have a good selection of Lincoln-Bennett London straw hats at \$4 and \$4.50 and Redleaf London straw hats at \$3, \$4 and \$5.

A fine lot of split straw hats at \$5 and \$7. And a wide range of soft, comfortable mackinaw hats at \$4, \$5 and \$6.

(Main Floor, Market)

Men's Union Suits Half Price Because They Got Wet

Some men always have new underwear washed before wearing it, and here is some already laundered. A rising stream flooded the part of the mill where these goods were and it was necessary to relaunder them.

So we call them "seconds" and mark them 50c a suit, which is half price.

Athletic style union suits of mercerized madras, and just a little over 1500 of them.

(Main Floor, Market)

Brilliant New Arrival of Rock Crystal

Rock crystal is brilliancy itself. Its glowing radiance makes it unique in the world of glassware. It is the finest of cut crystal in many respects; for which reason our Cut Glass Store is unusually rich in pieces of this kind of glassware.

Just now it is especially so.

We are showing a most attractive new collection of rock crystal in a variety of charming shapes and cuttings. We are showing these rich and fascinating pieces on a table by themselves in the Glassware Store and we feel certain they are going to be much admired and to find new owners readily.

In the new group are vases, \$3.50 to \$37.50; pitchers, \$6.50 to \$16.50; compotes, \$22.50; berry bowls, \$6 to \$20; ice tubs, \$6.50 to \$10; lemonade bowls, \$42.50 to \$250; covered bonbon boxes, \$16.50 and \$20.

(Fourth Floor, Chestnut)

100 Silk Pongee Skirts Special at \$6.75

Women seem to like them because they are a change from white wash skirts and they tub equally as well. Also they don't readily soil. A pretty, full-gathered style with tiered pockets, trimmed, like the belt, with pearl buttons.

(East Aisle)



Right Tackle for Fresh and Salt Water Fishing

Experienced anglers know it and inexperienced will have the benefit of our expert's assistance in making selections.

Fly rods, \$5 to \$27.50. Lines of all kinds, 30c to \$5.50.

Bait casting rods, \$5.50 to \$15. Hooks of all sizes 50c to \$1 a dozen.

Sea rods, \$4.50 to \$25. Fresh-water reels, \$1 to \$30.

Salt-water reels \$2 to \$30. Plugs, spoons, artificial bait and all other accessories.

(The Gallery, Juniper)